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Azadi Ka  
Amrit Mahotsav



# **Irrigation Association of India**

**Membership  
Brochure**

**2023-24**

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# 23 Years of Service



## Irrigation Association of India – Voice of Irrigation Industry

### Vision

- ✓ Ensuring agricultural sustainability by promoting efficient and affordable micro-irrigation solutions to the agrarian community of India
- ✓ Support and facilitate research and development activities in the country to offer technologically superior solutions in the field
- ✓ Ensuring quality standards that are never compromised during any process, empowering the customer with the best to realize his ambitions.
- ✓ Foster rural integration and add to nation's prosperity.

### Objectives

- ✓ To provide a single point of reference to all stakeholders in water management in Agriculture
- ✓ To facilitate market transformation of water saving technologies and contribute to national water & soil conservation
- ✓ To promote, develop proper use and acceptance of irrigation equipment for more economical crop production through the use of micro irrigation systems.
- ✓ To collect and disseminate information regarding Irrigation Industry
- ✓ To conduct the educational & training programs for the irrigation industry promoting the water conserving technologies.
- ✓ To promote research & development and allied services.



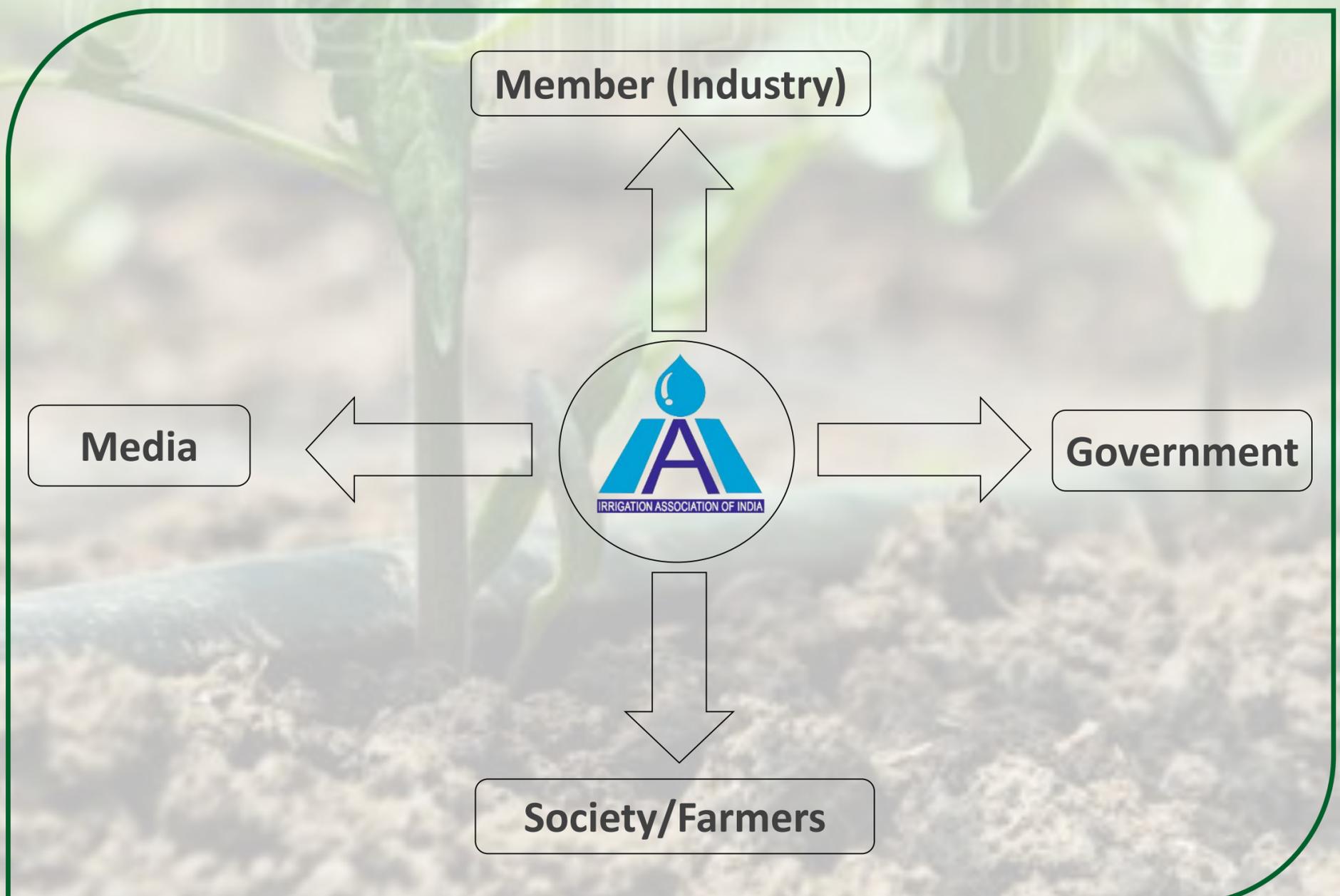
# Stakeholders



## Irrigation Association of India – Voice of Irrigation Industry

Irrigation Association of India since its inception has been involved in development of complete value chain of micro-irrigation sector in the country for its stakeholders.

With its efforts IAI has grown to become an interface between various stakeholders of the sector, and plays a vital role of coordinating, advocating, influencing, educating, training, and empowering on matters such as policies, technologies, finances to name a few.



## Member Support

### Capacitating members for the development of Irrigation Industry

#### Policy Advocacy

- Representations
- Stakeholders' consultation
- Liaisoning with Govt

#### Training

- Skill / Technology based

#### Knowledge Dissemination

- Knowledge Report, Newsletters
- Conference, Workshops, Seminars

#### Brand Promotion

- Expositions, Exhibitions
- Awards & recognitions
- Branding & promotion opportunities for members

#### Research

- Primary and Secondary research for strengthening policy advocacy
- Market research, economic research

#### Aggregated Services (negotiated based on economies of scale)

- Subscriptions/ memberships
- Processing and procurements

#### Exposures

- Delegations and Exposure Visits

## Creating environment for inclusive growth

- Pursuing policy advocacy in line with organization's vision and objectives
- Creating and strengthening the network of relationships at Central and State Government levels
- Supporting Governments in defining and fine-tuning policies, and its swift implementation for the development of sector
- Creating awareness among industry members on policies, technologies, market etc.
- Building consensus among stakeholders
- Promoting fair business practices and advocating level playing field
- Training and educating farmers for the benefits of adopting sustainable irrigation practices and technologies.

## Creating Knowledge for

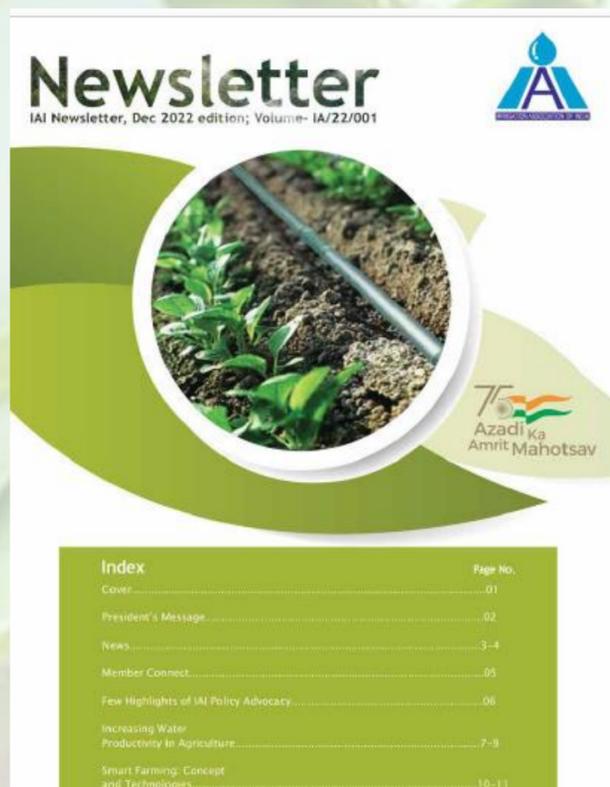
## Competitive Advantage

- IAI has emerged as a differentiator for creating and disseminating business intelligence and driving initiative for market consolidation and development
- IAI has been working on thought leadership for sectoral development and has created a repository of knowledge resource for the benefit of its members

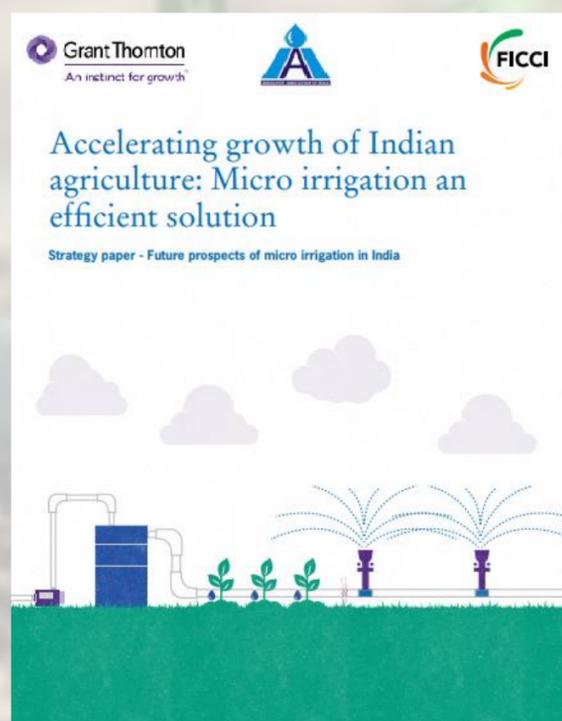
## IAI Publications

### Newsletters

IAI publishes monthly Newsletters, which is a vivid source of information on current policies, technologies, markets, OEM products, services etc. for in the industry, policy makers and other stakeholders



### Knowledge Report

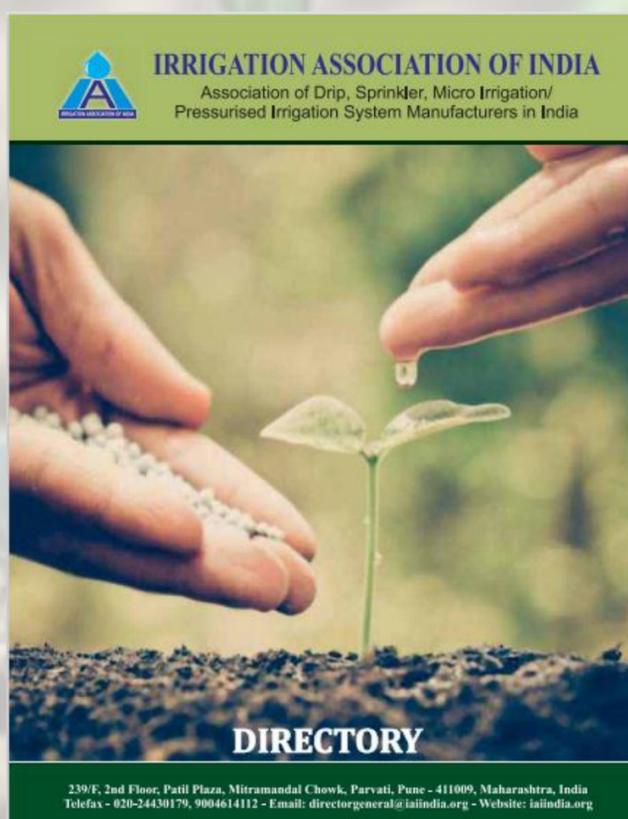


IAI has tirelessly been working on policy advocacy and market expansion, and as an outcome produces Thought Leadership papers and Knowledge Reports, which are key source of information for industry and policy makers at Centre and States

## IAI Publications

### IAI Website

IAI Website [www.iaiindia.org](http://www.iaiindia.org) is a great source of information on IAI News, Events, Raw Material Prices, Links to State MI agencies, Member Advertorials. The website is widely optimized and accessed by stakeholders. It also provides branding opportunities for its members



### Directory

IAI publishes Directory of all the stakeholders of micro irrigation sector such as MI companies, suppliers, service providers etc. It is highly circulated among stakeholders and hence provides a decent platform for advertising for members

**Continuous representations and follow-ups resulted in significant cost savings for MI companies as detailed below**

Sl. No	Year of Implementation	Product category	Revision in Marking fee	Savings/year/extrusion line
1	FY 2014	Emitting Pipe	Rs.3.90/100 mts. to Rs.0.35/kg	<b>Rs 8.8 Lacs</b>
2	FY 2017	Sprinkler Nozzle	From Rs 1.50/sprinkler to Rs 0.95	<b>Rs 1.65 Lacs</b>
3	FY 2023	HDPE QC Sprinkler pipe	Amalgamation of IS 14151 Part I & Part II Into IS 17425	<b>Rs 2.25 Lacs</b>

## Policy advocacy resulted in continuous revisions in *PDMC guidelines* of Govt. of India for the benefit of MI industry

**2017**

- 5 Years Registration, Spacing as per NMMI, Pricing : NMMI + 15%,
- 7 Years Gap to Obtain Second Subsidy,
- and other operating improvements.

**2021**

- IAI was part of the committee & engaged EY as a knowledge partner
- Standardizing price revision based on a mutually agreed formula.
- Several technical & commercial updation
- Inclusion of new close spacing BOQ

**2022**

- Committee constituted for further revision in PDMC scheme
- IAI has represented for price revision as per the formula amongst several other points
- Represented for initiating standard procedure for 6 monthly price revision

## Policy Advocacy



- GST: Successfully restored GST on Micro- Irrigation at 12% through various representation in partnership with our tax advisors, EY
- Andhra Pradesh: Release of payment to industry after 2 years in March 2022
- Telangana: Price revision issued in March 2022
- Gujarat: Received assurance from Hon'ble CM for immediate action on pricing, increased budget & revised operating guidelines in Feb 2022
- Tamil Nadu: IAI is part of the pricing committee formed by the government in Mar 2022. Price revision expected any moment
- Ministry of Agriculture: Several meetings held with Directors/JS/AS/Secretary including recently CEOs meeting with OSD and Secretary-Elect for streamlining of PDMC implementation.

## Glimpses of IAI meetings





# Membership Categories



## 1. Regular Membership

### 1.1 Ordinary Membership

### 1.2 Prime Membership

#### 1.2.1 Silver Category Prime Membership

#### 1.2.2 Gold Category Prime Membership

#### 1.2.3 Platinum Category Prime Membership

## 2. Associate Membership

## 3. Honorary Membership

## 4. International Subscribing Membership

## 5. Affiliate Membership

## Regular Membership

### Ordinary Membership

#### Ordinary Member

- Person, Firm, or Company engaged in manufacturing of complete range of micro irrigation systems including related services
- **turnover upto ₹ 50 Crore**

### Prime Membership

#### Silver Category Prime Member

- Person, Firm, or Company engaged in manufacturing of complete range of micro irrigation systems including related services
- **turnover above ₹ 50 Crore upto ₹ 100 Crore**

#### Gold Category Prime Member

- Person, Firm, or Company engaged in manufacturing of complete range of micro irrigation systems including related services
- **turnover above ₹ 100 Crore upto ₹ 200 Crore**

#### Platinum Category Prime Member

- Person, Firm, or Company engaged in manufacturing of complete range of micro irrigation systems including related services
- **turnover above ₹ 200 Crore**

## Associate Membership

### Associate Members

- Person, firm or company other than one qualifying for regular membership
- Firm or company engaged in manufacturing of only components or in the business of serving the industry as **suppliers** of raw materials, consultancy with respect to policies, engineering designing, layout, usage or application of irrigation, drainage erosion control equipment

## Honorary Membership

### Honorary Member

- Not to exceed two in any year
- Any person upon an affirmative vote of the majority of the members as per the rules of association
- The limitation of two positions in a year can be relaxed or shall not apply for willing past presidents of IAI, retired or no longer actively employed in the industry

## Technical Membership

### Technical Member

- Individual from academia, Government officials engaged in the research in Irrigation, interested in engineering design, Layout, use or application of Irrigation equipment.
- Membership and duration to be approved as per association rules

## International Subscribing Membership

### International Member

- Firm or company outside India engaged in the manufacturing and sale of Irrigation, Drainage and erosion control equipment.
- Such firms/ companies irrespective of whether they sell their component in India or not, as per association rules

## Affiliate Organization Member

### Affiliate Organization Member

- Association or society, functioning in India or Abroad to promote the interest of the Irrigation Industry on a local level
- Membership and duration to be approved as per association rules



# Membership Subscription



Membership Category		One-time Joining Fee	Annual Subscription
<b>Regular Membership</b>	<b>Ordinary Membership</b>		
	Ordinary Membership	₹ 3,000	₹ 10,000
	<b>Prime Membership</b>		
	Silver Membership	₹ 3,000	₹ 50,000
	Gold Membership	₹ 3,000	₹ 75,000
	Platinum Membership	₹ 3,000	₹ 200,000
<b>Associate Membership</b>		₹ 1,000	₹ 50,000
<b>Honorary Membership</b>		NIL	NIL
<b>Technical Membership</b>		₹ 1,000	₹ 1,000
<b>International Membership</b>		US\$ 1,000	US\$1500
<b>Affiliate Organization Membership</b>		₹ 3,000	₹ 10,000

## Offices and State Chapters



Office Address: **New Delhi**

### State Chapters:

- ✓ Bihar
- ✓ Chhattisgarh
- ✓ Gujarat
- ✓ Haryana
- ✓ Jharkhand
- ✓ Madhya Pradesh
- ✓ Maharashtra
- ✓ Odisha
- ✓ Rajasthan
- ✓ Tamil Nadu
- ✓ Telangana
- ✓ Uttar Pradesh
- ✓ West Bengal



# Contact Details



For Membership related queries, please contact

E-mail: [director@iaindia.org](mailto:director@iaindia.org); [membership@iaindia.org](mailto:membership@iaindia.org)



[www.iaindia.org](http://www.iaindia.org)



[@ia\\_i\\_association](https://twitter.com/ia_i_association)



[www.linkedin.com/in/irrigation-association/](https://www.linkedin.com/in/irrigation-association/)

## Irrigation Association of India

99, GF, World Trade Centre  
Babar Road, New Delhi-110 001

Ph No. +91 9784407875

E-mail: [director@iaindia.org](mailto:director@iaindia.org)



*Better together*

